

Focus Ingredients: Fractionated Coconut Oil, Essential Oils of **Vetiver** (*Vetiveria zizanioides*), **Black Spruce** (*Picea mariana*), **Spikenard** (*Nardostachys jatamansi*), **Frankincense** (*Boswellia carterii*), **Rue** (*Ruta graveolens*), **Valerian** (*Valerian officinalis*), **Cedarwood** (*Cedrus atlantica*), **Roman Chamomile** (*Anthemis nobilis*), **Anise** (*Pimpinella anisum*), **Rosemary Verbenone Chemotype** (*Rosmarinus officinalis*).

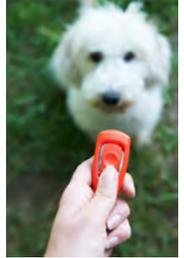


A blend created to focus attention and motivation. For many, clarity and direction will be felt, creating a sense of comfort and determined calm.

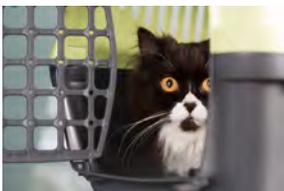
- This blend is safe for all animals, but is most appropriate for use with dogs, horses, and other large animals.
- This blend is pre-diluted in Fractionated Coconut Oil - so it is not appropriate for diffusion.
- Ingestion of this blend from licking or grooming, is of no concern, however direct oral dosing is not intended.
- Focus can be used alongside other veterinary treatments and medications safely.
- Recommendations below are intended as a quick reference - please visit our website for more in depth instructions.



Exotic Animals: While these animals do not often participate in formal training or shows, there are instances when clicker training or reduction of stress is desired. For rodents or other small animals - we generally recommend for the human to wear the Focus blend, allowing the animal to experience the benefits of the blend, without direct application. As Focus is diluted with Fractionated Coconut Oil, it is not appropriate for diffusion. Place 1-3 drops, directly from the bottle, into your hands. Rub them together until just a light coating is present. Rub this coating - essentially "petting" the blend onto your clothing and areas that will be in close proximity to the animal. Please test fabric first, if there is any concern for stains. Handling the animal after the blend is soaked into your hands, is also a wonderful way to use Focus.



Birds: Like other exotic animals, birds are often not in need of "focus" for training or task purposes. However, if it is desired to enhance attention or reduce mental stress during handling, a training exercise, or event - having the handler wear Focus on themselves to impart the effects to the animal can be helpful. A few drops rubbed onto wrists or the chest area of the human that will be near the animal - is very effective. Handling an animal after Focus has been absorbed into your hands, is another wonderful way to expose small animals to the benefits of this blend. For overall calming effects, the blend Calm-a-Mile RTU is suggested.



Cats, Ferrets: Cats and Ferrets, like birds and other exotic animals, are rarely in need of additional "focus" or enhanced training needs. However, there are those rare occasions where cats can benefit from additional "mental clarity", and certainly some cats do participate in the "show world". When this is the case - it is also suggested that the human near the animal wear Focus to enhance and support a focused mental state. Focus could also be applied to bedding or materials near the animal, such as a blanket within a crate. When interested to see if Focus is beneficial for your individual animal - wear the blend on your own person as you interact naturally with the animal. If you noticed an enhanced behavioral state - then continued use of Focus will be great!



Dogs: Dogs are likely the most common species to use Focus. As they often participate in training classes, agility, fly-ball, and other canine activities which can require concentration and learning - Focus is perfect for them! I recommend using Focus for the first time when you are practicing or training - so that you can evaluate the effects. Using something new for the very first time at an important competition can certainly be done - but in general, knowing your dog responds to something prior to the "big event" as well as making it a positive association, is a great recommendation.



The human handler can wear Focus, or 2-3 drops can be applied to the dog via Petting. By experimenting during training and practice, you can find the perfect timing for application - but in general - applying 10-20 minutes before an event is great. When applied to the human handler, you may find that you can apply Focus at the beginning of the day and affect all animals you work with for the entire day. However, there may be an occasional dog or two, who will benefit from their human re-applying the oil to themselves prior to working with them. With emotional support - sometimes there is a little bit of experimenting that needs to be done, to find the perfect recipe for an individual animal.

Repeat applications can generally be made as needed. But again, by using Focus during practice and training - you should be able to determine how long the effects of Focus will last for your dog, and if an additional application may be warranted after an hour or more. There may also be a dog who has slight effects from 2-3 drops - but application of an additional 2-3 drops really helps them to focus even more. In these cases, you are welcome to apply more - but we usually aim to use the least amount of oils that we can, to get maximum effects.

Horses, Cows, Goats, Others: These animals also show and compete quite frequently. And, they respond much like dogs to the use of Focus. All of the ways described for use in dogs, is perfect for use with Horses, Cattle, Sheep, Goats, and other similar animals. Many times we will start with the use on the human handler - but creative uses have also included applications to halters, lead ropes, saddle blankets, and more! Again, just like with dogs - I recommend to "trial" the use of Focus when you are practicing for a race, instead of on "race day"! We have not had any concerns with this blend and competition testing requirements.



Application Frequency: For all animals, how often you apply an essential oil blend will be based on the similar advice. Using the concentrations and application methods recommended for your species, apply the blend once, then wait and see how the animal responds, and what effects you obtain. Sometimes we see no obvious results initially, and that can be expected with diluted amounts or beginning applications. Once you start to see that your animal is tolerating the oil application well, and you notice a time frame that the effects seem to last - time the next application for when the results wore off. Basically tailoring the frequency that we apply the oils - directly to how long it lasts for the individual. You may find you will need more frequent applications or a stronger concentration to be necessary if you started out with a further diluted blend.

The information provided is not to replace proper medical care and guidance. The statements have not been evaluated by the FDA - and any recommendation is not intended to cure, mitigate, treat, or prevent a disease or condition.

Please work with your veterinarian with any health concern.